

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PROJECT LEADER: L. Mims Evans, R. E. Tinker
PERIOD COVERED: April, 1988
WRITTEN BY: A. H. Confer

I. PROJECT DORA (HONG KONG)

- A. Objective: Develop an 11.5 mg KS product in both charcoal and non-charcoal versions.
- B. Results: Initial production of 16 million units was accomplished at Stockton Street the third week of April.
- C. Plans: Cigarettes will be shipped for a June launch as Manhattan KS and 100.

III. PROJECT DRAGON (PRC)

- A. Objective: Develop a "blended" KS product at 17-19 mg. tar. The product is to be a non-PM trademark, owned and manufactured by CNTC (China National Tobacco Corporation).
- B. Results: Flavor concentrates have been prepared, analyticals performed and costed. Three blends have also been prepared and costed. The PM USA/PM Asia team visited the Zhangjiakou factory to assess its manufacturing capabilities for producing this cigarette.
- C. Plans: Submit costs to the CNTC via Hong Kong management to obtain a go/no-go decision from Chinese.

IV. PROJECT DANNY (MALAYSIA)

- A. Objective: Increase inclusion of local tobacco in Marlboro while attempting to maintain taste character.
- B. Results: A 50% local tobacco inclusion prototype has been locally manufactured and analytically and subjectively approved in Richmond.
- C. Plans: Consumer test in Malaysia the prototype vs the 35% local inclusion control. A 40% local inclusion model is also being developed.

II. PROJECT FAMOUS (VARIOUS COUNTRIES)

- A. Objective: Optimize Chesterfield as a worldwide competitor to Camel.

B. Results: Domestic testing of Model 44P, Chesterfield Export KS, Camel KS, and the French Camel KS and LS is in progress on the non-menthol mapping panel. Consumer testing of three models vs the French Camel KS is not yet finished.

C. Plans: Select prototype(s) based upon results of both consumer tests.

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